



CALIFORNIA  
TRAVEL  
ASSOCIATION



# TRAVEL & TOURISM

## A VITAL ECONOMIC DRIVER FOR CALIFORNIA

### INDUSTRY AT A GLANCE



**\$150.4B**

**in visitor spending**

...surpassed pre-pandemic  
high in 2019



**\$24.3B**

**in international spending**

...down 13% from \$28 billion  
in 2019



**1.2M**

**travel & tourism jobs**

...98% back to pre-pandemic  
employment levels



**\$12.7B**

**generated in state & local taxes**

...3% more than was generated  
in 2019

*Data provided by Visit California, report prepared by Dean Runyan Associates, 2023*

### WHO WE ARE



California Travel Association (CalTravel) is the **influential and unified voice of advocacy** for the travel and tourism industry in California. It protects and advances the interests and investments of California's travel industry through **advocacy, collaboration, and education**.

CalTravel members include destinations, resorts, attractions, airports, transportation companies, industry associations, universities, ad agencies, media companies, and other organizations for whom travel and tourism advocacy is important.

**MORE INFORMATION: [EMELLIA@CALTRAVEL.ORG](mailto:EMELLIA@CALTRAVEL.ORG) • (916) 400-9821 • [CALTRAVEL.ORG](http://CALTRAVEL.ORG)**

# KEY ISSUES FOR 2024



## **SUPPORT SB 969 (WIENER): Alcoholic Beverages: Entertainment Zones: Consumption.**

Would allow local governments to designate “Entertainment Zones,” where restaurants and bars can sell alcoholic beverages for consumption in specified areas during street fairs, festivals, and parades.

Allowing neighborhood businesses to participate on equal footing with outside vendors is critical to the continued economic vitality of our communities.

## **OPPOSE SB 1372 (NEWMAN): Airports: Third-Party Vendors: Security Lanes.**

Would limit CLEAR security lanes in California airports to the nine airports it currently operates in and makes the establishment of CLEAR lanes in additional California airports contingent on TSA dedicating lines for CLEAR.

This will increase wait times at security checkpoints for all passengers, negatively impact the state’s economic outlook, and set a bad precedent of the Legislature barring local governments from entering contracts under federally authorized programs.



## **SUPPORT CREATING A STATE-RUN EVENT FUND**

There are 23 states with dedicated, state-run funds for bidding on and hosting large events, with 12 of these funds created in the last three years alone. With no similar funding source, California is at a competitive disadvantage and losing business to these other states.

Due to the state’s budget challenges, we know this is not the right year but are looking for future support as we pursue a mechanism for creating a revolving fund for bringing more events to California—and along with them more jobs, visitor spending, and state and local tax revenue.